

Workplan Logistics
Program Contact: Lori O'Connor, #3019

I. Selling/Execution Detail

Month: July

Promotion: WINSTON \$1.00 off 2 Packs

Promotion #: 800750 Pre-Sleeved: No

Item #: 542810

Segment: Partner Pack Outlets

SKU Quantity: 20

Placement/MSA Reporting: W I N _ J U L _ \$ 1 / 2 _ P K S

Reporting Dates: 7/6/98 - 8/28/98

Promotion Details: 1) Promotion Description: WINSTON \$1.00 off 2 packs, packs have black and white .50¢ off tear tape. Direct account will be required to insert product into promotional sleeves. Display holds: 2 cartons LT 85 Box, 1 carton UL 85 Box, 1 carton FF 85 Box. Brand mix per display: 10 offers LT 85 Box, 5 offers UL 85 Box, 5 offers FF 85 Box. (WAM accounts will participate in this promotion.)

2) Materials Description: Display/POS kit, includes preassembled counter display, POS Card, 20 sleeves.

3) Recommended Displays: in SKU

4) Special Instructions: If Field requires a special removable 50¢ VPR for retailer accounting purposes, order #545045 (500/SKU).

Pricing Details:

- Invoice Description: WIN JUL \$1/2 PKS
- Pricing: Reduced list price
- Terms: Standard 3.25% .5% EFT
- Additional Allowance: NA

Promotional Packaging UPC: 12300-24689

Product UPC: 25380 - WINSTON LIGHT BOX

25381 - WINSTON ULTRA LIGHT BOX

25379 - WINSTON BOX

VAP Payment Per 6M Case: 1) Pack Only: \$9.50 per promoted 6M case (\$1.27 per SKU of 20).
2) Pack and Ship: \$14 per promoted 6M case (\$1.87 per SKU of 20).

II. Promotion Timing

Allocations Available: 3/30/98

Execution Model Available: 4/20/98

Allocation Adjustments to Model: 4/20/98 - 5/8/98

Templates Available: 5/11/98

Valued-Added Transfer Deadline: 5/15/98

First Order Date: 5/18/98

First Delivery Date to Direct Accounts: 6/8/98

VAP/Delivery Date to Retail Accounts: 7/6/98

Last Delivery Date to Direct Accounts: 7/17/98

Roll Remaining Allocations to National/Clean-Up: 7/20/98 - 7/24/98

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